

Office of the Secretary of Defense

§ 248.2

1. All authorized DoD newspapers and magazines.
2. Headquarters of the DoD Components and their subordinate commands.
3. Proponent offices of DoD periodicals published by the DoD Components.
4. Armed Forces Radio and Television Service networks and outlets.
5. Isolated commands and detachments at which DoD newspapers are not readily available.

APPENDIX E TO PART 247—DoD COMMAND NEWSPAPER AND MAGAZINE REVIEW SYSTEM

A. *Purpose.* The purpose of the DoD command newspaper and magazine review system is to assist commanders in establishing and maintaining cost-effective internal communications essential to mission accomplishment. The system also enables internal information managers to assess the cost and effective use of resources devoted to command newspapers and to provide requested reports.

B. *Policy.* DoD newspapers and magazines shall be reviewed and reported biennially. The review process is not intended to replace day-to-day quality assurance procedures or established critique programs.

C. *Review criteria.* Each newspaper and magazine shall be evaluated on the basis of mission essentiality, communication effectiveness, cost-effectiveness, and compliance with applicable regulations.

D. *Reporting requirements.*

1. The DoD Components (less the Military Departments) shall forward, by January 31 of each even numbered year, the information indicated at attachment 1 to this appendix for each newspaper published to: Director, American Forces Information Service, ATTN: Print Media Plans and Policy, 601 North Fairfax Street, Alexandria, VA 22314-2007.

2. No later than April 15 of each even-numbered year, the Secretary (or designee) of each Military Department shall forward to the address above a report of the Military Department's review of newspapers and magazines. This report shall include summary data on total number of newspapers and magazines, along with a listing of the information indicated at attachment 1 to this appendix.

3. One information copy of each issue of all DoD newspapers and magazines shall be forwarded on publication date to the address in paragraph H.1. of this appendix.

4. Information copies of CE contracts shall be forwarded to the address in paragraph H.1. of this appendix, upon request.

5. Administrative Instructions shall be issued by the Director, AFIS, for the annual review and reporting of newspapers and magazines.

ATTACHMENT 1 TO APPENDIX E TO PART 247—NEWSPAPER AND MAGAZINE REPORTING DATA

As required by section H. of this appendix, the following information shall be provided biennially regarding newspapers and magazines:

- A. Name of newspaper or magazine.
- B. Publishing command and mailing address.
- C. Printing arrangement:
 1. Government equipment.
 2. Government contract with commercial printer.
 3. CE contract with commercial publisher (provide name, mailing address, and phone number of commercial publisher).
- D. Frequency and number of issues per year.
- E. Number of copies printed and estimated readership.
- F. Paper size (metro, tabloid, or magazine format).

PART 248—DEPARTMENT OF DEFENSE PERIODICALS

Sec.

- 248.1 Purpose.
- 248.2 Applicability and scope.
- 248.3 Definitions.
- 248.4 Policy.
- 248.5 Authorities and responsibilities.
- 248.6 Funding.

AUTHORITY: 5 U.S.C. 301.

SOURCE: 43 FR 8137, Feb. 28, 1978, unless otherwise noted.

§ 248.1 Purpose.

This part established Department of Defense policies, criteria, and controls that govern the publication of DoD periodicals.

§ 248.2 Applicability and scope.

(a) The provisions of this part apply to the Office of the Secretary of Defense, the Military Departments, the Organization of the Joint Chiefs of Staff, the Unified and Specified Commands, and the Defense Agencies, hereafter referred to as "DoD Components."

§ 248.3

(b) This Directive does not encompass Armed Forces newspapers and civilian enterprise publications as defined in 32 CFR part 202; manuals, pamphlets, directives, instructions, regulations, opinions, decisions, official notices, circulars, reports, internal information bulletins issued by a DoD Component headquarters; and primarily (75 percent or more) statistical materials.

§ 248.3 Definitions.

(a) Periodicals within the purview of this part are: Any classified or unclassified DoD magazine or newsletter-type publication published at regular intervals, at least semiannually, for the purpose of disseminating information and material necessary to the issuing activity, with a continuing policy as to format, content, and purpose. Periodicals are nondirective in nature and are usually published to inform and motivate DoD personnel, increase their knowledge, or improve their performance.

(b) Classes of periodicals are:

(1) Class I: Total annual cost is \$20,000, or more.

(2) Class II: Total annual cost is less than \$20,000, but more than \$5,000.

(3) Class III: Total annual cost is \$5,000, or less.

(c) The term "DoD personnel" refers to military and civilian members of the DoD Components.

§ 248.4 Policy.

(a) *General.* (1) Each DoD Component proposing to publish a DoD periodical shall conduct an evaluation to determine whether or nor the periodical should be established. The determination should be based on the following:

(i) The periodical must serve a clearly defined purpose in support of the mission of the publishing DoD Component.

(ii) The purpose to be served must justify the cost.

(iii) High standards of editorial quality, accuracy, and good taste must be maintained.

(iv) A periodical is the necessary medium of communication between the publishing activity and its intended readership.

32 CFR Ch. I (7–1–99 Edition)

(v) Equivalent periodicals serving the same, or substantially the same, purpose do not exist.

(vi) The potential readership can be specified clearly.

(vii) The periodical can be distributed efficiently and economically to the intended readership.

(viii) The nature, amount, and assured sources of information to be disseminated justify the format, production, specifications, and frequency of issue.

(ix) Adequate resources are available to produce the periodical.

Current or estimated costs are consistent with the periodical's objectives.

(x) The periodical has current applicability and is consonant with existing law and DoD policies.

(2) All personnel responsible for publishing DoD periodicals shall comply with the provisions of the current edition of the Government Printing and Binding Regulations¹ and OMB Circular No. A-3.²

(3) DoD periodicals shall not carry partisan political campaign articles, editorials, or advertisement.

(4) No appropriated or non-appropriated funds may be used to defray publishing costs of a non-DoD periodical published by a private firm, corporation, individual, or organization.

(5) DoD personnel may not be assigned to serve on the editorial, production, or business staffs of a non-DoD periodical that is published by a private firm, corporation, individual, or organization.

(6) Editors of DoD periodicals will conform to applicable regulations, laws involving libel and copyright, and postal regulations.

(7) Dissemination of DoD statistical information in any periodical shall

¹ Copies available from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

² Copies available from the Office of Management and Budget (Publications) New Executive Office building, 726 Jackson Place NW., Washington, DC 20503.